

Academic SEO

Increasing the visibility of research output

Lisa Schilhan, Christian Kaier

University Library Graz | Publication Services

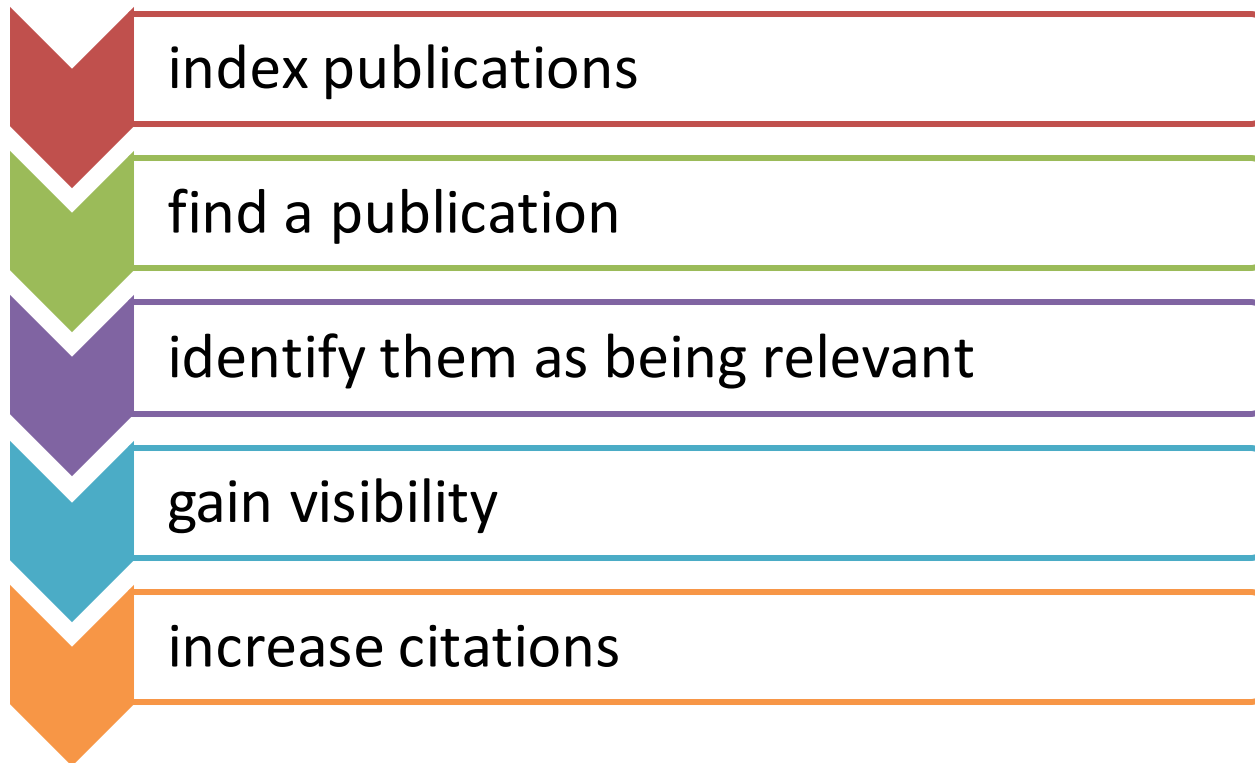
Munin Conference
November 28, 2019

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What is ASEO?



Why use ASEO?



Why libraries?

Integrated Collections



Workshop contents

Basics

Title
optimization

Abstract
optimization

Keyword
optimization

Tools & Tips

Practical
examples



Basics

- Metadata
- Where to search
- How search engines work
- Ranking of search results
- Open Access & Data
- Free licenses



Titles

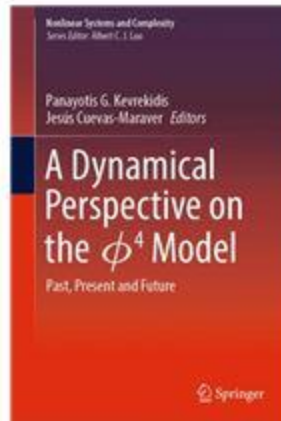
- Use meaningful titles
- Avoid creative titles
- Important terms up front
- Think in search terms
- Avoid special characters
- Gender neutral wording
- Only basic text coding
- Clarify abbreviations

Titles

“There are no cats in America!”

Anja Fuchs and Robin Klengel

Titles



Kevrekidis, Panayotis G. / Cuevas-Maraver, Jesus (Hrsg.)
A Dynamical Perspective on the ϕ^4 Model

03/2019 Springer ; Gebunden
 ISBN: 978-3-030-11838-9

EUR 131,99 [A]

Inhalt

This book presents a careful selection of the most important developments of the ϕ^4 model, offering a judicious summary of this model with a view to future prospects and the challenges ahead.

Over the past four decades, the ϕ^4 model has been the basis for a broad array of developments in the physics and mathematics of nonlinear waves. From kinks to breathers, from continuum media to discrete lattices, from collisions of solitary waves to spectral properties, and from deterministic to stochastic models of ϕ^4 (and ϕ^6 , ϕ^8 , ϕ^{12} variants more recently), this dynamical model has served as an excellent test bed for formulating and testing the ideas of nonlinear science and solitary waves.



Abstracts

- Important terms up front
- Short sentences
- Phrase precisely
- Repeat keywords
- Use synonyms
- Informative summary
- Contains structure and results

Abstracts

Increasing your abstracts visibility

Jane Aseostar

Abstract

This is important! This is, too! This is how we did it. Lorem ipsum **dolor** sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et **dolore** magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo **dolores** et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum **dolor** sit amet. Lorem ipsum **dolor** sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et **dolore** magna aliquyam erat, sed diam voluptua.



Keywords

- Use thesauri and standardized words
- Think as a searcher
- Singular instead of plural
- Narrow vs. wide
- Test them!



Tools & Tips

- Images, graphics, tables
- Metadata in file properties
- ORCID
- Affiliation guideline
- Layout and text structure
- DOI and metrics

Publishers



Publishers' Marketing and ASEO

Attention

Findability

Positioning

help customers make decisions

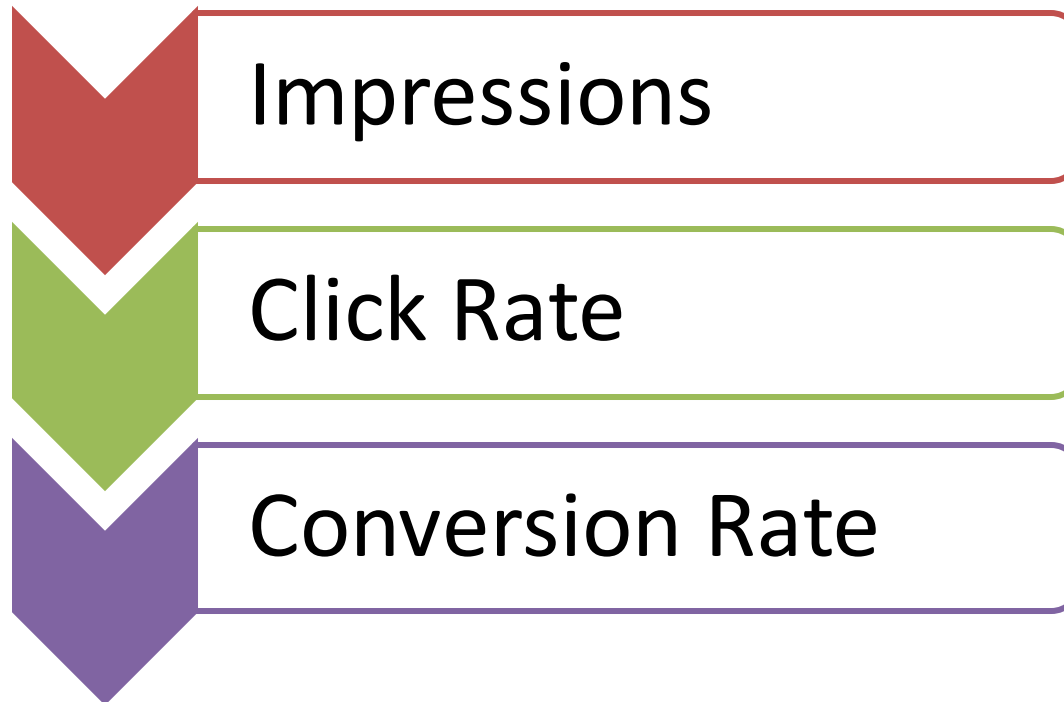
lead more customers to the publication

potentially replace a sales pitch

Books



Commercial platforms and ASEO



Disciplinary differences

"artistic" vs.
factual titles

Different use of
language

Keywords not yet
used by default
in all disciplines

Books vs. journal
articles

Language diversity
vs. English as
standard
language

Free structuring vs.
IMRAD

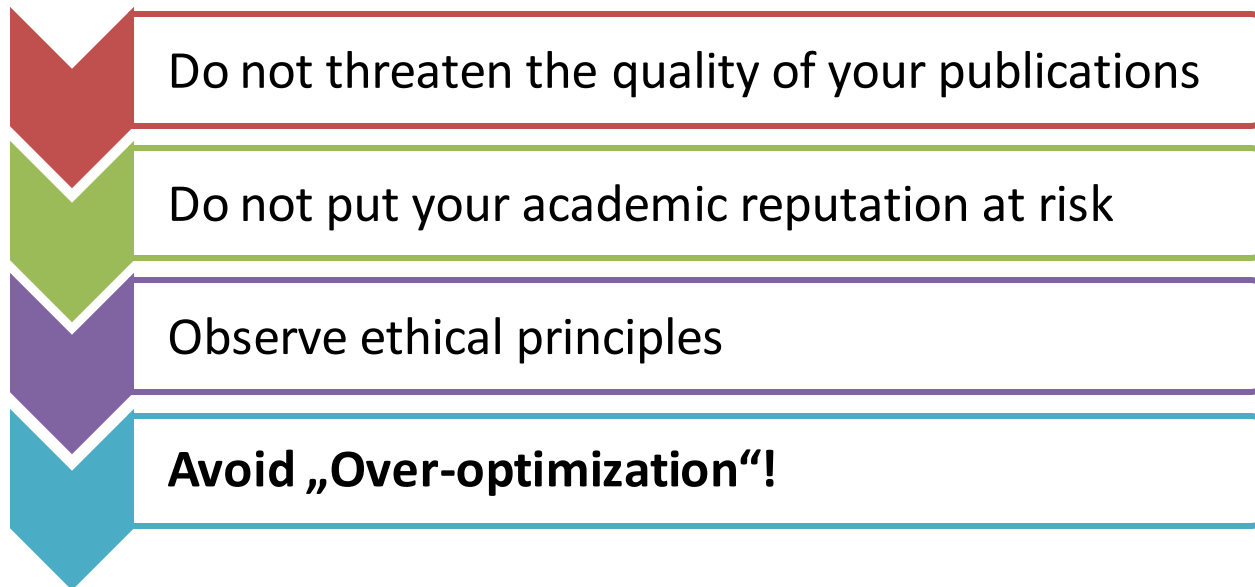
Disciplinary differences?



Search engines do not care|



Good scientific practice



A light-colored wooden frame is centered on a light pink background. The frame has a rectangular shape with a speech bubble cutout at the bottom right corner. The word "Feedback" is written in a purple, sans-serif font inside the white space of the speech bubble.

Feedback

Anmerkungen, Lob & Kritik:

2 Stunden sind auch denkbar

„could have lasted for 2 hours“

Anmerkungen, Lob & Kritik:

Wahrscheinlich sehr interessant und hilfreich
Tolles Ambiente.

„very interesting and helpful. Great atmosphere“

n, Lob & Kritik:

Herzlichen Dank!
fant. ganz toll!

„Thank you very much! Really, really great!“

Thank you! Questions?



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Sources, Links and Literature

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De Gruyter: [Search engine Optimization \(SEO\) in 4 easy Steps](#)

Elsevier: [Top tips: making your article visible with SEO; Get found — optimize your research articles for search engines](#)

Wiley: [Search Engine Optimization: For Authors](#)